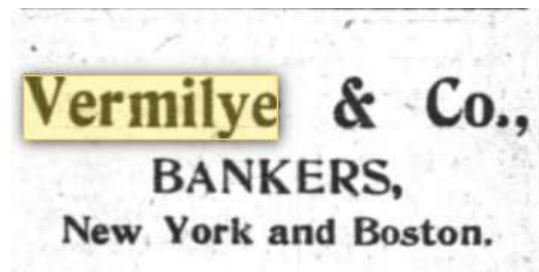


VALUE OF A NAME

Some time ago the card of the old New York banking house of Vermilye that used to appear in eastern papers, dropped out of sight, and many people have wondered, probably, what became of it. The last of the Vermilyes died, and the firm name disappeared from the financial calendar. For 75 years the house had carried on business. It stood among the great conservative firms in the United States. Wars and panics had tried it sorely, but through the times that sent other firms to ruin it stood like a rock, and always the name was a synonym for honest and reliability. In time the partners who carried on the business after the passing out of the last Vermilye, split up into two firms and the question arose as to which should have the old name. So valuable an asset was the Vermilye name considered, that the matter went into court and both firms were obliged to forego its use, and organize firms under different titles. This was the best illustration in finance in a quarter century of the value of a good name.

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Member of It Says the Concern Has a Right and Will Use the Name.

At the offices of "Vermilye & Co., bankers and brokers," on the second floor of the Exchange Court Building, at 52 Broadway, a member of the new firm said yesterday that a conference of the partners had been called, and that the firm expects to begin operations in a day or so. From what this partner said, it was inferred that some part of \$20,000 capital was still lacking. He added:

"We have nothing to fear. Our lawyers tell us that we have every right to the name of Vermilye & Co., inasmuch as a man of that name—a grandson of the original Vermilye—is to become a partner in the firm. We will certainly fight any steps to deprive us of that right."

Acting on the request of the old banking firm of Vermilye & Co., at 20 Nassau Street, that the Post Office regulate the delivery of mail matter for the two firms, City Superintendent of Mails Lockwood said yesterday that orders had been issued that all mail addresses in the firm name of "Vermilye & Co." and not bearing a street number, should be delivered to the Nassau Street banking house. Only that specifically addressed to 58 Broadway will be delivered there.